



GAIL FARBER, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

IN REPLY PLEASE

REFER TO FILE:

A-0

PUBLIC WORKS WOMEN'S LEADERSHIP LEGACY CONFERENCE 2014

The County of Los Angeles Department of Public Works Women's Leadership Council will host its fifth annual Women's Leadership Legacy Conference on November 20, 2014, at the beautiful Pasadena Convention Center.

The conference is expected to attract more than 600 professionals representing both the County of Los Angeles and surrounding cities.

The conference continues to grow in popularity and therefore provides a unique marketing opportunity for you and your company, enabling you to reach hundreds of professionals and household decision makers.

With this opportunity in mind, Director Gail Farber and the Women's Leadership Council invite you to join us for this exciting and innovative event as a conference sponsor. A variety of conference sponsorship packages have been created and can be reviewed in the enclosed materials.

You may easily reserve one of the limited sponsorship opportunities by contacting Amanda Ma of Fresh Events at Amanda@FreshEventsCompany.com. We can also answer any additional questions about the conference. Please contact us at rdanton@dpw.lacounty.gov or csmith@dpw.lacounty.gov.

Thank you for your time, and we look forward to seeing you as a sponsor at the Leadership Legacy Conference!

Very truly yours,

ROSSANA D'ANTONIO, Co-Chair
Women's Leadership Conference Committee

CHRISTIE SMITH, Co-Chair
Women's Leadership Conference Committee

Enc.

SPONSORSHIP OPPORTUNITIES

	EXHIBITOR BOOTH (\$600)	BRONZE (\$1500)	SILVER (\$2500)	GOLD (\$4000)	PLATINUM (\$5000)	DIAMOND (\$10,000)	PRESENTING (\$20,000)
Exhibit booth (includes 2 complimentary boxed lunches for exhibit staff)	✓	✓	✓	✓	✓	✓	✓
Your company logo on all marketing materials		✓	✓	✓	✓	✓	✓
Recognition announcement of your company at event		✓	✓	✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags		✓	✓	✓	✓	✓	✓
Your company identified in all online marketing materials			✓	✓	✓	✓	✓
Your company will be mentioned on media releases				✓	✓	✓	✓
Link to your website				✓	✓	✓	✓
Prominent luncheon table (includes 10 complimentary lunches)					✓	✓	✓
Opportunity to introduce a conference speaker					✓	✓	✓
Prominent exhibit booth					✓	✓	✓
Prominent display of your company logo at event					✓	✓	✓
Half-page ad in the event program					✓	✓	✓
Full-page ad in the event program						✓	✓
Speaking opportunity to promote your company to audience						✓	✓
Presenting Title							✓
Visibility on Event Homepage							✓
Logo on Goody Bag							✓

OTHER SPONSORSHIP OPPORTUNITIES:

- Additional packages are also available (i.e. meal time sponsor: sponsor breakfast or afternoon break refreshments)
- Donate 600 items for the goody bags
- Door prize donation (e.g., gift baskets, electronic items, gift cards)

Note: Distribution of marketing materials should align with the goals for the Leadership Legacy Conference and be in the best interest of the County of Los Angeles



COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS
PUBLIC WORKS WOMEN'S LEADERSHIP LEGACY CONFERENCE

November 20, 2014

SPONSORSHIP REGISTRATION FORM

☐ Presenting- \$20,000

☐ Diamond - \$10,000

☐ Platinum - \$5,000

☐ Gold - \$4,000

☐ Silver - \$2,500

☐ Bronze – \$1,500

☐ Exhibitor Booth \$600

☐ Other Sponsorship Opportunities

☐ Door Prize (specify): _____ Value: _____

☐ Goody Bag Item (specify): _____ Value: _____

Organization Name _____

Contact Name _____

Contact Address _____

City _____ **State** _____ **Zip** _____

Telephone No. _____ **Email address** _____

Make checks/money orders payable to: ***Public Works Women's Leadership Legacy Conference***

Mail to: Public Works Women's Leadership Legacy Conference
P.O. Box 32644 Los Angeles, CA 90032

Phone: (626) 755 4362 | email: Amanda@FreshEventsCompany.com

Sponsorship commitment deadline: July 31, 2014

Thank you for your contribution and we look forward to working with you

Visit our website at <http://dpw.lacounty.gov/general/leadershipconference>



SAVE THE DATE

11.20.2014

The County of Los Angeles
Department of Public Works
Women's Leadership Council
presents

5TH ANNUAL WOMEN'S LEADERSHIP LEGACY CONFERENCE "THE LEGACY PROJECT"

November 20, 2014
7:30am-4:30pm
Pasadena Convention Center
300 E. Green Street, Pasadena, CA 91101

Join us for this innovative conference featuring
inspiring women in position in government, the
workplace, and the community.



The Women's Leadership Conference goes green!
A Carbon-Neutral Event.



For more information, please check: <http://dpw.lacounty.gov/general/leadershipconference/>



DEG The Dexheimer-Erickson Corporation
Employee Benefits and Administration - Individual Insurance Services



Marquis Ebrahimi Insurance Services

Group and Individual Insurance Services - Employee Benefits and Administration

blue of california





Women's Leadership Legacy Conference Home

About Us

[Flyer](#)

[Video](#)

[Sponsors Opportunity](#)

[Conference Sponsors](#)

[Conference FAQ](#)

[Sponsor+ Exhibitors FAQ](#)

Show Previous
Conferences

Follow
[@PWWomensLegacy](#)

Public Works Women's Leadership Council



The Council is comprised of Public Works employees committed to serve as Ambassadors of the Council. Our role is to actively participate in work groups and committees within the Council to develop projects that support our Mission.

Mission

To foster the personal and professional growth and leadership abilities of all Public Works' employees by providing educational and networking opportunities in an open, cooperative, and supportive environment.

Vision

To encourage, inspire, and empower Public Works' employees by providing viable resources through the Council's leadership.

Goals

- Effectively communicate the Council's mission, vision, and goals to all employees in Public Works.
- Identify and recommend projects that help encourage growth and advancement for all employees at Public Works.
- Create a network that provides mentorship and support where all employees, particularly women in the field, can meet and openly discuss ideas and/or issues to create a positive and productive work environment.

Accomplishments

- On November 4, 2010, we hosted our first county-wide, sold-out, highly successful Women's Leadership Legacy Conference to promote leadership in business, the workplace, and the community. Over 300 attended this inaugural conference, funded entirely through corporate sponsorship.
- Due to the positive feedback and interest, we hosted our second Women's Leadership Legacy Conference on November 3, 2011, with a conference theme of "The Power of YOU!"
- The Women's Leadership Legacy Conference received nominee recognition in the Strategic Planning category at the Public Works Employee Recognition Awards.
- We launched our new Council Website on the Public Works Intranet to provide a central area for information about the Council and disseminate information more efficiently.
- We increased communication through Council's Blog which is open to all Public Works employees encouraging everyone to participate in the blog discussion.
- Contribute to the Public Works Library with literature on leadership and career development.
- Host the Speaker Circuit Series through Brown Bag Luncheons at Public Works Headquarters that serve as educational events and also as networking arenas for our employees.
- Continue our Field Outreach Program to communicate the Council's purpose, activities, and available Public Works' resources to field personnel through biennial meetings.
- Continue to provide outreach efforts through a physical presence at the Public Works Annual Safety Awards held in various field facilities.
- Host Women's History Month Celebration to recognize achievements of women in history and highlight Public Works women's achievements.
- Host Membership Drives to promote the Council and increase membership.

adfrxqw| 1j ry ###Sxedf#Z runv#DT ###Sulydf| #) #Vfxu| #Srd| ###Dffhv|e|k| ###Wthup v#e|d|k| v# ###Thgedfn ###ræz| k|v#

